



Irresistibly Charming are the Newest Spring Fabrics

It's early to talk of Spring with Winter scarcely here! But Spring follows closely upon Christmas for some—those who Winter in the Summerland of the South—and Spring clothes must be considered side by side with Christmas gifts. To them we present this array of new Spring fabrics.

Silks of Lovely Color

Sportssilks—of foremost importance for the Southern trip—white, plain colors, checks, stripes and plaids, printed Pussy Willows, gay foulards, embroidered Georgettes and chiffons, and dozens of others too.

Special—Satin Charmeuse, \$1.75 yd.

All the newest shades, from very pale to bright or dark, of the coming season. 40 inches wide.

GROUND FLOOR

Cottons from Many Lands

Delightful, gaily colored textiles for Southern wear. Embroidered organdies from Switzerland, sponges from France, ginghams from England or Scotland, Irish dimities, Japanese crepes and a host of charming, absolutely fresh, American novelties.

Special! Scotch Gingham, 50c yd.

2,000 yards of fine Scotch gingham, in clean cut checks, of many colors.

Costume Linens, \$1.25 yd.

17 beautiful new shades are shown in this fine quality linen for frocks and suits. 6 blues, 3 greys, as many tans, several shades of purple and green, orange, yellow, and so the list goes. 36 inches wide.

Aeroplane Linen, 55c yd.

36 inches wide

Woven in Ireland, this durable linen has made good in past years its promise of long service. It is ideal for smocks, children's frocks, and such household uses as portieres, slip-covers, and so on.

SECOND FLOOR

Our Sale of Laces

Near Cost Prices

Imported Spanish Laces, \$3.95 yd.

Navy, taupe, grey and black; two-tone. 18-36 inches wide

Novelty Lace Bandings and Flouncings, \$1.95 and \$2.95 yd.

In Black and Colors. 10 to 36 inches wide.

Real Filet Laces, 95c yd.

Edges for lingerie, collars, cuffs, and decorative linens. 4 inches wide.

Real Point Milan, \$2.25 yd.

Insertions for linens or lingerie. 3 inches wide.

A Sewing Basket

As a Practical Christmas Gift

The large capacious basket for darning or the small compact size that slips into one's suitcase—both are here in our Notion Section, ready for the Christmas shopper.

Wicker Baskets, \$1.25 to \$4.95

They are all well-lined with silk and are found in a great variety of sizes and shapes.

The Personal Touch

After you select your basket, you can fit it, according to your own taste, with all the sewing accessories. Then you have a Christmas gift that is bound to be welcomed by the woman who sews.

GROUND FLOOR

Lord & Taylor

FIFTH AVENUE



500 Sports Skirts On Sale at \$9.75

This is the variety of sports skirt invariably chosen by women who really know and enjoy sports clothes. And this is why: Each plaited skirt is fitted over a perfect form and each plait is basted by hand before stitching, every hem measures three inches—a minor but most important point to the tall person. Only the choicest sports woollens are used. They are striped, checked and plaid in sombre tones, in striking contrasts, in picturesque heather colorings.

We are offering these extraordinary sports skirts below their wholesale cost heretofore. And not only suggest them as indispensable to your own wardrobe, but as very appropriate gifts. Skirts that are priced but once a year at \$9.75

THIRD FLOOR

Gifts for Everyone

A Group of Gift Sections



A Box of Fragrance, \$25

—French Gilt powder box and lip stick, also two bottles of Bourjois perfumes.



A Set for a Man

Cigarette case, match box, and belt buckle of silver with gold stripes and monogram block.



A Gold Mesh Bag, \$4.50

Other bags of gold mesh are priced at \$3.25 and \$3.95. Tax additional. There are also silver mesh bags and silver or gold plate.

The Christmas Spirit is fairly alive on our Ground Floor these days. Gifts, gifts, gifts—wherever you turn—the whole floor seems to have abandoned itself to the joy of enchanting things for Christmas. Practical gifts for the man of the family, more frivolous things for the feminine half, and, of course, quantities of ideas for the younger generation. All these surround you on the

GROUND FLOOR

Your Christmas Book List

Have you been able to check off your list all those names beside which you had written "book"? Or are you still puzzling as to just what book you will give? The Lord & Taylor Book Shop will gladly offer suggestions as to appropriate books in case you are in doubt—helping you simplify your Christmas giving to a great extent.

BOOK SHOP—GROUND FLOOR



A Suede Jewel Box, \$5.75

Dainty in size, convenient in shape and lovely in the range of colors—rose, blue, grey, and so on. It is really a bewitching box.



Children's Handkerchiefs

Such adorable little fancies with their doll figures, hand-embroidered in the corner. They're from France. \$1 each.

Two Quaint Powder Boxes

Delightful affairs to adorn one's dressing table. The Parisian Lady dressed in silk is \$7.50. The Porcelain Dancer is \$6. Illustrated left.



S. S. CEDRIC

Brings Us a New Shipment of London Hats, \$6.75

Great news indeed! Another shipment of leather hats from London—those that were so warmly welcomed a few weeks ago—has just arrived. To the many of you whose orders we were unable to fill at that time we need say no more than this. But to those who did not see these hats we may say that—

Softest Imported Suede

—is the exquisite leather used. Light in weight, comfortable and infinitely adaptable, it lends itself admirably to the small, beguiling shapes in which it is fashioned. And these hats are appropriate for almost every occasion, from tailored wear to all kinds of sports.

Colors Lovelier Than Before

There are more shades in this new collection: The favorite browns of course, reindeer, seal, rust and sand (or natural leather); two greys, the becoming soldat blue and finally a glorious carmine. As there are only a few hundred of these hats in our most recent shipment, you will do well to make your selection early.

FOURTH FLOOR

Four Exceptional Values! Lounging Robes and Breakfast Coats

Christmas shoppers are appreciating these lovely robes and negligees at prices we have been able to make exceptional because of a very special purchase.

A Two-Tone Satin Quilted Robe

\$16.75 (tax 93c)

A delightfully soft, cozy model of fine satin, quilted in lambs' wool, with a long Tuxedo collar, patch pockets and silk lining.

A Brocaded Satin Negligee

\$22.50 (tax \$1.50)

Seldom do you see a negligee so exquisitely draped and of such beautiful material at such a low price. Soft Moufflon edges the collar and sleeves.

An Embossed Corduroy Robe

\$16.75 (tax 93c)

Every girl away at school should have one of these warm, comfortable robes in an attractive color, with Moufflon edging the long collar and sleeves.

A Wide Wale Corduroy Breakfast Coat

\$10.75 (tax 33c)

This is really a remarkable coat for such a price, edged with Moufflon at neck, pockets and sleeves and lined with white China silk.

All the desired shades—Sizes 36 to 44.
Mail and Telephone Orders Filled.

SECOND FLOOR

